GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:4869
ANSWERED ON:12.08.2014
COMPETITIVE MARKETING SYSTEM
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Will the Minister of AGRICULTURE be pleased to state:

(a) whether the World Bank has selected certain States for developing a competitive marketing system for the produce of farmers;

(b) if so, the details thereof, State-wise;

(c) the details of the objective of the World Bank aided Multi-State Agricultural Competitiveness Project;

(d) the extent to which the said project is likely to help to remove the hindrances in the use of market facilities by the farmers; and

(e) the steps taken by the Government to implement the said scheme in the States?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (DR. SANJEEV KUMAR BALYAN)

(a): Government of India decides on projects that need to be posed to World Bank for assistance.

(b) & (c): At present three World Bank assisted projects on 'Agricultural Competitiveness' are being implemented in, Maharashtra, Assam and Rajasthan. These are structured as individual State Projects and are not multi-state projects.

The objective of the Maharashtra Agricultural Competitiveness Project (MACP) is to increase the productivity, profitability and market access of the farming community in Maharashtra and of Assam Agricultural Competitiveness Project (AACP) is to stimulate growth of Assam's agricultural economy through increase in the productivity and market access of targeted farmers and community groups. The objective of Rajasthan Agricultural Competitiveness Project (RACP) is to establish the feasibility of increasing agricultural productivity and farmer incomes in a sustainable manner through a distinct agricultural development approach by integrating agriculture water management and agricultural technology, farmer organizations and market innovations in selected locations across the ten agro-ecological zones of Rajasthan.

(d): The three projects namely AACP, MACP and RACP support the State Governments in establishing alternative to traditional marketing channels. Also, these projects support investments in better marketing facilities in terms of grading, packaging and setting up of scientific storages, information displays, electronic weighments, auction sheds etc.

(e): The Government of India is involved since inception in sanctioning of the projects and periodical reviews of project implementation through mechanisms such as World Bank Implementation Support Missions as well as Tripartite Portfolio Review Meetings (TPRMs) where the officials of Department of Economic Affairs, World Bank and Project implementing agencies review project implementation.